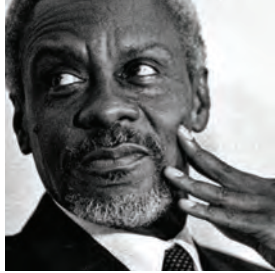


HELPING
HANDS
FOR A
BETTER
JAMAICA





MESSAGE FROM THE MOST HONOURABLE

P. J. PATTERSON

ON · OCC · PC · QC · OE

FORMER PRIME MINISTER OF JAMAICA

Early and sustainable intervention for children and youth is ranked among the great global imperatives for human development in this millennium. It is critical for breaking the vicious cycle of generational poverty while preventing the spread of social dysfunction in families and communities. Our youth must be guided to eschew patterns of societal disorder, crime and violent behaviour. That the LASCO Chin Foundation has made the mission of implementing sustainable social and economic intervention for youth in Jamaica its central objective, deserves the highest commendation.

Among the primary objectives of any society must be producing vibrant, productive people whose education, training and socialisation equip them to be responsible citizens, capable of good, wholesome human interaction, and add value to national economic output. It should be regarded as a non-negotiable part of the mandate of national political and corporate leadership to pursue public policies and programmes of corporate social responsibility which can achieve that ultimate goal.

The global development dialogue, led by the United Nations, recognises children and youth as active agents of future growth and development and not merely as passive recipients of assistance. Increasingly countries are focusing on youth

education/training, youth employment and national youth policies. To have a significant positive impact, government efforts will have to be augmented by initiatives such as this, on which LASCO Chin Foundation has embarked.

The Foundation's Sustainable Socio-Economic Intervention programmes for School Support and Entrepreneurship are vital to the goal of reaching and investing in at risk youth in Jamaica. I commend the LASCO Chin Foundation and Hon. Lascelles Chin, its founder and chairman, for the vision and courage to embark on this critical initiative which is vital to the very survival of our Jamaican youth and our nation itself.

Effective results in this regard require the partnership model being pursued by the Foundation, which includes not only private and public sector organisations in Jamaica, but also Diaspora organisations across the world.

In extending my endorsement of this worthwhile undertaking, I encourage Jamaicans at home and abroad, and all friends of Jamaica, to support this valuable voluntary, charitable project. In supporting this vital initiative, we best support the continuing progress and monumental development for our people and our country.



MESSAGE FROM

R. OLIVER MAIR

CONSUL GENERAL OF JAMAICA AT MIAMI

On behalf of the Consulate General of Jamaica, Miami, let me extend congratulations to the LASCO Chin Foundation (LCF), as you embark on your mission – Helping Hands for a Better Jamaica. This effort to encourage early intervention for Jamaica's at-risk youth is timely and motivating to all of us wanting to break the cycle of poverty and crime so as to emphasize education and entrepreneurship.

We in the Diaspora communities wholeheartedly support the Inaugural Benefit Galas of the LASCO Chin Foundation being staged this weekend in Orlando and Miramar. This event is intended to create awareness and benefit the mission of the Foundation since its recent launch in Jamaica, in September. We are also encouraged that as the LCF seeks support from the Diaspora, this will also create opportunities for social upliftment through partnerships and collaboration with other like-minded organisations. We salute the members of the Jamaica Diaspora Education Task Force for already taking up the challenge to this cause to change the minds of our vulnerable at-risk youth.

Since joining the Consulate office here in Miami, I have become more aware of the efforts and stellar contributions by Diaspora community groups and individuals in education,

healthcare, sports, business development and entertainment. I am confident that the LASCO plan will further enhance the overall drive, service and commitment to Jamaica's economic development. We look forward to your continued support.

We applaud the vision of the LCF, inspired by the life and work of the Hon. Lascelles A. Chin, OJ, CD, LLD, Founder and Executive Chairman of the LASCO Affiliated Companies. This vision to set a future for our vulnerable and disadvantaged young people will be further enhanced by his selfless mission to help Jamaica's highest-risk youth develop relationships, goals and capacities needed to break the cycle of poverty and crime, and then be empowered to assimilate as productive members in our society through early intervention by this Foundation.

Tonight, we encourage the participation and support of you our nationals and friends of the Diaspora. Your contributions will be meaningful to the development of our future generation. This is the start of great work with far-reaching results for a brighter future for our island home, Jamaica, land we love.

To all be blessed and have a wonderful evening.



MESSAGE FROM THE HONOURABLE
LASCELLES CHIN
OJ · CD · LLD
CHAIRMAN · LASCO AFFILIATED COMPANIES

The launch of the LASCO Chin Foundation marks the culmination of my life's work and childhood dreams. This is the climax of all my successes, setbacks, joys and sorrows, achievements, awards and ambitions. This is the legacy that I have laboured to leave behind, along with the success of the various business ventures. We developed strategic plans for LASCO, over the years, to be mindful of the vulnerable in the shadows of society. This Foundation will seek to initiate strategies to enrich and empower the lives of the powerless and most vulnerable, at-risk youths.

A HISTORY OF GIVING

There have been many treasured achievements in my over 50 years of business life. The annual LASCO awards for the Police Officer, Principal, Teacher and Nurse of the year, along with the environmental protection programme LASCO Releaf Environmental Awareness Programme (REAP), are achievements of a lifetime. When LASCO made life-saving antiretroviral medications available at one-tenth the price of multinational pharmaceutical companies for suffering HIV patients, I thought that sense of achievement could not be surpassed. But this Foundation launch is the greatest achievement of them all. Long after I am gone and the present management team is no longer around, the LASCO Chin Foundation will be here.

MISSION ACCOMPLISHED

After all is said and done, this is what business life is all about. In recognising the ills of the society, we must work at being a part of the solution. It is getting to the core of the cause and building from the ground up, in a deliberate and planned way. The Foundation is being led by the able, passionate and committed Professor Rosalea Hamilton, who has the knowledge and experience required to achieve the mission for early intervention for at-risk youth.

To the South Florida Diaspora, especially the Jamaica Diaspora Education Task Force, thank you for the support and the fundraising efforts.

We decided to host this gala to encourage members of the Diaspora's direct involvement. We know there are many of you who want to make tangible contributions to Jamaica and your contribution will help us to rescue the at-risk youths of our society. By doing so, it will motivate you to visit Jamaica more often. We want the Diaspora to once again view Jamaica as a place of choice to work, play, retire and do more business.

As our motto says "Helping Hands for a Better Jamaica".



WELCOME TO OUR INAUGURAL BENEFIT GALA!

It has been a distinct pleasure and indeed a privilege to lead the development of the LASCO Chin Foundation (LCF). I have been truly inspired by the life and work of the Hon. Lascelles A. Chin which has motivated and shaped the vision of the LCF to change the way Jamaica views and treats its most vulnerable young people. We envision a future of empowered young people with access to high quality capacity-building solutions as well as skilled and caring adults who are willing and able to support their efforts to succeed in life generally and business in particular.

Our greatest asset is the people of Jamaica, at home and abroad. We believe that it is imperative to create a future where every Jamaican child can reach his/her fullest potential. Our Chairman, Directors and staff of the LCF are all committed to shaping such a future and, together with our partners, will leave no stone unturned in pursuit of this vision.

For us, partnership is critical to achieving successful outcomes. We particularly value our partnerships with members of the Diaspora, especially our friends and extended family in Florida. We are extremely grateful that the Jamaica Diaspora Education Task Force and Partners for Youth agreed to actively collaborate with us in organizing the Benefit Galas in Orlando and in Miramar. We very much look forward to forging other meaningful partnerships that can enhance the work of the Foundation not only in Jamaica but also in Florida.

As you read this Souvenir Programme, we hope that you will appreciate the depth of commitment to the people of Jamaica displayed by the charitable activities of the LASCO Affiliated Companies over the years as well as the quality of our ongoing and planned activities guided by a Sustainable Socio-Economic Intervention (SSI) model. We very much look forward to your collaboration and support.

Helping Hands can truly build a better Jamaica!

— ROSALEA HAMILTON PhD
CEO, LASCO Chin Foundation



A BRIEF HISTORY OF LASCO

LASCO Affiliated Companies, comprises of LASCO Distributors Limited, LASCO Manufacturing Limited and LASCO Financial Services Limited, and operates within the distribution, food products and financial services industries respectively.

LASCO Distributors Limited was founded in September 1988 by Hon. Lascelles Chin and quickly became a leading marketing and distribution company in Jamaica. Formerly known as LASCO Foods (Successors) Limited, Lasco Manufacturing Limited was incorporated in 1994 and changed its name to in May 2010 and. LASCO Financial Services Limited started operations in 2004 as a Licensed Cambio Service Provider and Remittance Service Provider. All three companies were listed on the Jamaica Junior Stock Exchange on October 12, 2010.

Over the past thirty years of operations, the LASCO Affiliated Companies has demonstrated its commitment to the development of Jamaica and the Jamaican people through its sustained charitable support in areas such as education, health, national security, sports and the environment. In 2015, the affiliated companies made a strategic decision to register the LASCO Chin Foundation (LCF) in an effort to consolidate many of these charitable activities and to address some of the country's most urgent social and economic problems. The LCF formally started operations on June 1, 2018.

Since its inception, the LASCO brand has been synonymous with affordability and value for the consumer. Slogans such as "LASCO Makes Living Affordable", "Nutrition Never Tasted so Good" and "Everyday Family Values" reflect LASCO's commitment to its consumers. It is this commitment which has earned the LASCO Brand the respect and admiration of the public at large making the company a household name across Jamaica.





LASCO TODAY

LASCO Affiliated Companies, comprising **LASCO Distributors Limited**, **LASCO Manufacturing Limited** and **LASCO Financial Services Limited**, stand tall in corporate Jamaica as one of the most respected brands providing good quality goods and services to meet the needs of every Jamaican.

LASCO DISTRIBUTORS LIMITED is a leading distribution company in Jamaica. The business was established almost three decades ago by the Honourable Lascelles Chin. In a relatively short time, the company rapidly increased its market presence by offering quality products at competitive prices. This market positioning and the focus on satisfying consumer needs, has led LASCO to become market leader in several major categories in the industry. The company was listed on the Jamaica Stock Exchange in October 2010 and comprises of two divisions – **Consumer** and **Pharmaceutical**. The segmentation is based on product specialization which allows for greater focus to meet our customers' needs.

The company is well known for several innovations and product introductions, namely our flagship **LASCO Food Drink** and **LaSoy** range of fortified beverage products; **Curves** Sanitary Napkins; and the **iCool** range of water, flavoured water and juice drinks. The company distributes one of the widest ranges of consumer goods under its own private label – LASCO – and other sub brands. For the Consumer Division, the major segments are food, beverage, personal care, baby care, adult incontinence and home care. For the Pharmaceutical Division, the supply network includes the distribution of ethical and over-the-counter pharmaceutical products, animal health, diagnostics and equipment for major international brands, as well as its own private label brand of generics, **LASMED**.

LASCO is also the official local distributor for the full range of **Unilever** homeware and personal care brands. These premium global brands are all well known: **Breeze**, **Mistolin**, **Dove**, **St. Ives** and **Axe**. LASCO also distributes fine local brands from **Salada Foods Jamaica Limited**, such as the high-quality **Jamaica Mountain Peak Coffee** and **Jamaican Instant Ginger Tea**, **Mountain Bliss 876**, and **Roast and Ground**. Distribution channels include supermarkets, chain stores, wholesalers, small format stores, schools, pharmacies, government institutions and health care facilities. The product distribution includes over 4,000 different items.

LASCO MANUFACTURING LIMITED was incorporated in October 1994. The company was formed by the merger of LASCO Foods (Successors) Limited and LASCO Foods Limited. The registered office of the company is located at

Simple Ting!

27 Red Hills Road, Kingston 10, while the manufacturing units are located at White Marl, St. Catherine. The company was listed on the Jamaica Stock Exchange's Junior Market in October 2010.

LASCO Manufacturing Limited has pioneered a wide range of products, including its popular soy protein beverages, and the company has a long history of being the leading nutritious powdered beverage company in Jamaica. These drinks deliver to the consumer a highly nutritious product at a reasonable price. In 2014, the company expanded into the production of refreshing liquid beverages under the LASCO iCool brand in a newly constructed and equipped state of the art facility at White Marl. In the short span of four years it has become a major player in this new segment as well.

The company currently operates two divisions: manufacturing and export. It has a close partnership with LASCO Distributors Limited, an affiliated LASCO company in Jamaica, and also has developed partnerships with selected distributors in the Caribbean, Central and South America, Canada, the USA, the UK and the Middle East.

UNDERSTANDING STRATEGY

Based on consumer insights and market trends, the company has made significant capital investments in recent years in plant, machinery, equipment and technology to provide capacity and know how to expand its range of products to meet growing demand. LASCO is now well equipped and structured to supply not only current demand, but to meet anticipated growth in the various segments with innovative, nutritious and quality products that meet consumer expectations. Research and development activity is therefore an area of priority focus as we seek to ensure a healthy pipeline of new products that will reflect new consumer tastes and lifestyles.

Improving operational efficiencies and prudent capital allocation will remain key to generating sustainable growth and improved margins. As such we will continue to reduce structural costs in administration, procurement and manufacturing through various initiatives including flattening organisational structures, simplifications, training and development, and application of technology.

Improving margins remains imperative as it is through margin improvement that we will be able to continue to aggressively support the brands with appropriate marketing initiatives and campaigns in an increasingly competitive and crowded market place and expand our brand presence in export markets.

UNDERSTANDING SOCIAL RESPONSIBILITY

Concern for our impact on the environment and the natural resources that we use remains an integral part of our strategy as does food safety and occupational health and safety. This is reflected in our on-going initiatives in waste and packaging reduction, prudent water management, and waste water treatment, as well as certifications to international standards for food safety management, quality systems and occupational health and safety supported by extensive internal training.



LASCO Manufacturing Limited has also distinguished itself in its dedication to the development of Jamaica and the region, through educational and social programmes and the delivery of assistance to the less fortunate. The company has spearheaded and supported a wide range of community development activities, including its Ambassadorial Programmes. These programmes were initiated to recognise outstanding Jamaicans such as teachers, police and nurses.

LASCO FINANCIAL SERVICES GROUP is comprised of LASCO Financial Services Limited (LFSL) and its subsidiary LASCO Financial Services (Barbados) Limited. Our target market is the banked and marginally banked with the aim of bringing them further opportunities for financial inclusion. Our main business activities are as follows:

- **Money Transfer Services** (sending/receiving transactions within Jamaica, as well as transactions to/from Jamaica to the world);
- **Currency Exchange** (in cash and drafts for USD, and cash only for GBP, CAD, KYD and EURO) to local businesses, small entrepreneurs and the general public;
- **Consumer Loans** to salaried borrowers;
- **Business Loans** and support to micro and small businesses.

Having launched our consumer-facing brand **LASCO Money** in December 2016, we rebranded our three branches, Red Hills Road, Papine and Montego Bay to **LASCO Money Stores**, providing a full suite of financial and value-added services, including bill payment, JUTC and phone top-ups. Both Money Transfer and additional services are provided through the 130 sub-agents in our remittance network, with cambio services through three sub-agents. LFSL operates its own cambio branches in two locations in Kingston and one in Montego Bay.



Since December 2017, we have increased our loans portfolio and formed a new subsidiary: **LASCO Microfinance Limited**. This expansion has increased our locations to 13 across the island. Services are provided under a number of well-recognised brands including **MoneyGram** and **Quik & EZ** for bill payment. Our distribution through our agent network includes large groups like Prime Trust Financial, Paymaster, COK Credit Union, C&WJ Credit Union, Prime Trust Cambio and several independent business owners.

In addition, our major community-based marketing initiative each year is the sponsorship of the Social Development Commission's **Twenty-Twenty Cricket** programme, where communities islandwide compete for fame and prizes.

LFSL is publicly traded on the Junior Market of the Jamaica Stock Exchange under the symbol LASF. We are licensed and supervised by the Bank of Jamaica and are subject to anti-money laundering regulations. Additionally, LFSL is a member of the Cambio Association of Jamaica, Jamaica Money Remitters Association and the Jamaica Micro Finance Association.

Our range of service and product offerings is driven by the needs of our customers, and our aim is to provide them with the utmost in convenience and financial inclusion. We are also committed to our duty to our shareholders to remain commercially viable and deliver sustainable returns.



A HISTORY OF GIVING

I care for people and
I appreciate people ...
I am trying to motivate
my fellow business persons
to help Jamaica more,
we all have to help to make
life a little better.”

— LASCELLES CHIN
Founder and Executive Chairman

For the past thirty years, LASCO Distributors Limited has left footprints of ‘kindness’ on the Jamaican landscape. A passion for excellence and compassion for mankind have been the driving force of LASCO’s commitment to the development of the nation by making living affordable with quality products. The direct impact of this commitment is improving the needs and well-being of the people we serve. To this end, LASCO is passionate not only about making living affordable for Jamaicans, but going the extra mile to give a helping hand to our communities while inspiring “Everyday Family Values”. LASCO embraces its responsibility to help to uplift and improve the lives of Jamaican families.

It comes as no surprise, then, that LASCO has maintained support of critical areas such as education, health, national security, community development and the environment. Through several flagship programmes, LASCO partners with core public sector bodies to recognise the outstanding contributions of Jamaica’s public servants. By supporting and nurturing the nation building initiatives, LASCO aims to empower Jamaicans to play an integral role in the development of the nation.

FLAGSHIP CORPORATE PROGRAMMES LASCO is encouraged by the growth of its flagship corporate programmes which include the Teacher and Principal of the Year, Nurse of the Year and Police of the Year programmes. The corporate programmes produce immediate benefits as the winners are required to select and co-ordinate community projects that have impact beyond their immediate communities. These islandwide projects have included mentorship and motivational camps, competitions, community treats, school tours, fundraising events, health fairs, educational forums and donations for marginalised groups, schools and the elderly. These programmes have had significantly positive effects on public sector groups who now aspire to be recognised for their hard work by the programmes.

LASCO has also been integral to the growth of the corporate programme awardees, resulting in many being promoted to the top of their professions in key leadership positions, such as: Mrs. Anthonette Patterson-Bartley, President of the Nurses Association of Jamaica, Mrs. Nadine Molloy Young, former President of the Jamaica Teachers’ Association,

Joan Davis-Williams, Master Teacher at Ardenne High and text book author, as well as Dr. Margaret Bailey, current Principal of Rollington Town Primary School, GSAT text book author and judge on the *Junior Schools' Challenge Quiz* competition. LASCO has also seen the long-term benefits from projects of our winners such as Sergeant Marcus Bennett, LASCO/JCF Police of the Year 2011/2012, who developed a mentorship programme at the Clan Carthy High School and Miss Victoria Melhado, LASCO Nurse of the Year 2012/2013 who implemented a public education forum themed, "Against Child Abuse, Incest and Child Trafficking; Let's Protect Our Children".

EDUCATION

LASCO views education as one of the central pillars of advancement for the nation, and in addition to the **Teacher and Principal of the Year Awards**, is proud to support educational initiatives such as *Read Across Jamaica* Day and sponsorship of the *Schools' Challenge Quiz* Competition.

LASCO/Ministry of Education Teacher and Principal of the Year, a title to which many Jamaican teachers aspire, has become a national hallmark in the profession. Since the first teacher was awarded in 1997, the programme has evolved to include the Principal of the Year category in 2006, focusing on the invaluable contribution of education administrators. LASCO staff members and these education corporate ambassadors participate in the annual Ministry of Education



Read Across Jamaica Day, observed during Education Week in May. The **Teacher of the Year** and **Principal of the Year** awardees, as well as staff volunteers from LASCO visit various schools and spend time reading with the students.

In its continued support of academic competitions amongst our nation's youth, LASCO has been an ongoing sponsor of the *Gleaner* Children's Own National **Spelling Bee** and TVJ's *School's Challenge Quiz* competitions. Through its sponsorship of the Spelling Bee, LASCO awarded gift baskets to the finalists, chaperones and coaches taking part in the competition. LASCO's support of the *Schools' Challenge Quiz* competition over the years included cash and other prizes, as well as breakfast programmes for top performing schools. The breakfast programmes consist of a wide range of nutritious LASCO products including: LASCO Food Drink, LASCO Oats Porridge Mixes, LASCO Cornflakes, LASCO Mackerel and LASCO Instant Chocolate.

HEALTH

LASCO is committed to advancing health and wellness initiatives, towards the goal of building a healthy nation. One of the groups pivotal to the advancement of the nation's health sector is the nurses. LASCO is equally proud of its 15 year partnership with the Nurses Association of Jamaica (NAJ), the birth of which resulted in the **Nurse of the Year** programme. Each year, the initiative recognises and awards an outstanding nursing professional based on his/her achievements, impact in the nursing field, contribution to the NAJ, community involvement and outstanding service.

The ensuing relationship led to LASCO annually supporting **International Nurses Day** and **National Nurses Week**. Additionally, LASCO supports the NAJ's annual **Easter Bunny Treat** which is designed to bring smiles to a host of kindergarten children. Scores of children are treated to a day of exciting activities including face painting, games, a bounce-a-bout, LASCO goodie bags and other treats. LASCO supports the NAJ's commitment to enrich the lives of young Jamaicans and will continue to build on its relationship with the nurses. The company takes pride in supporting our nurses and early childhood educators who work tirelessly to nurture and develop the young minds of the nation's children.

For the past four years, LASCO has partnered with the Jamaica Dental Association (JDA) to host health fairs commemorating Oral Health Month, observed annually in October. LASCO's participation includes booth set-up at the JDA's Dental Symposium, where hundreds of adults and children have benefitted from the partnership. Most recently, health fairs in Kingston and St. Mary saw members of the community receiving dental checks, cleaning and dental care tips for students. Children were also treated to sumptuous calcium and protein enriched meals prepared by the LASCO team. Each child was provided with LASCO goodie bags containing toothpaste samples, brochures, books, rulers and pencils.

NATIONAL SECURITY

A significant initiative was launched in 2000 when LASCO and the Jamaica Constabulary Force (JCF) staged the first **Police of the Year Awards Programme**. Popularly referred to as the LASCO/JCF Top Cop of the Year, the programme acknowledges the professionalism and dedication of the nation's most exceptional police officers. Each year, the finalists select and execute a community outreach activity, with the recent batch opting to paint the Morant Bay Primary School library, as well as to give motivational talks to the students. The top cop is seen as a role model for police officers in the force and is chosen based on work ethic, good working relationship with the public and with team members, involvement in the community and related social initiatives, strong professional knowledge, effective oral and written communication skills, as well as strong knowledge of national and international affairs.

ENVIRONMENT

LASCO is pleased with the growth of the **Releaf Environmental Awareness Programme (REAP)**, a partnership with environmental activist Stephen Newland. REAP encourages creative recycling, tree planting, energy conservation and anti-litter campaigns. In the first two years, the programme showed tremendous progress indicators such as the engagement of 100,000 students from 131 schools across the island, the planting of more than 7,000 trees, the cultivation of over 80 school gardens and the collection of 250,000 plastic bottles. LASCO remains committed to the programme's development which significantly contributes

to increasing environmental awareness among the next generation and supporting environmental preservation.

COMMUNITY OUTREACH

LASCO is integrally involved in the community as a co-founder and Steering Committee Member of the White Marl/Central Village Business and Community Committee. The company also provides support to a number of basic schools in the surrounding areas of Red Hills Road and White Marl, where the company's offices are located. In the last 10 years, the company's main school adoption outreach programme provides breakfast to students of the Gwen Neil and Collins Close Basic Schools in St. Catherine and Kingston respectively.

LASCO also lends support to the annual **Christmas treat on Ward Five** of the Bustamante Hospital for Children, organised by Mr. and Mrs. Errol Maragh, friends of the company. The company values this initiative, as no child deserves to spend Christmas in a hospital. LASCO has been partnering with other corporate entities such as Digicel and National Commercial Bank to treat the children on the ward with toys and other gifts handed out by staff members.

SPORTS

Sports play an important role in nurturing community development and cohesion. To underscore its commitment to contributing to building the nation, one community at a time, LASCO has supported the Social Development Commission (SDC) National **Twenty-Twenty Community Cricket competition** for two consecutive years. As the LASCO team partners with the SDC on numerous parish stops, the competition has proven to be integral to preserving a slice of Caribbean cricket culture and has united many communities in the spirit of healthy rivalry. LASCO has also supported the **Sagicor/JTA National Athletics Primary, All Age and Junior High School Athletics Championship, the Prep Schools Development Meet** and the **Jamaica International Invitational Meet**.

LASCO is devoted to the advancement of the nation and will continue to support and initiate programmes dedicated to accomplishing this objective. The Hon. Lascelles Chin and team at LASCO would have it no other way.



THE LASCO CHIN FOUNDATION

LASCO Chin Foundation (LCF) is a non-profit organisation inspired by the Hon Lascelles A. Chin, O.J., C.D., LLD, Founder and Executive Chairman of the LASCO Affiliated Companies. The vision of the LCF is to change the way Jamaica views and treats its most vulnerable young people, so that in the future young people will be empowered and have access to high quality capacity-building solutions as well as skilled and caring adults who will support their efforts to succeed in life generally, and business in particular. Our mission is early intervention to help Jamaica's at-risk youth develop the relationships, goals and capacities needed to break the cycle of poverty and crime and become productive members of society, especially as successful entrepreneurs.

In pursuit of this mission, LCF has designed a **Sustainable Socio-Economic Intervention (SSI) model**™ to drive its core activities in pursuit of its mission. The high-level imperative of the model is that it offers an individualized and long-term basket of comprehensive solutions that target and follow the youth in troubled communities across Jamaica where they are most at risk of exposure to crime and the criminal justice system while staying committed to each beneficiary for the long term, including post-graduate efforts to do business.

The model involves four classes of long-term investments which will be implemented in collaboration with public and private partners: (1) The SSI Schooling Support Programme which targets and supports at-risk youths to succeed in school; (2) The SSI Entrepreneurship Programme which supports at-risk youths to succeed in business, including in agriculture; (3) Quality Assurance Programmes which supports quality upgrade aimed at ensuring that youths have access to service solutions of improving quality over time in the areas of education, creative industries, healthcare, crime prevention, sports and climate resilience; and (4) Other Charitable Giving which supports charitable assistance to individuals and organisations that can contribute to achieving the objectives of the Foundation.

To roll out these programmes LCF is seeking to collaborate with individuals, private/public organisations and policy-makers in Jamaica, as well as in the Diaspora, who are interested in applying an innovative model to improve



SSI Entrepreneurship Programme participants (clockwise from top left): Tamone Hanson, Roland Andre Griffiths, Kevon McLeish, Deidre Dixon.

outcomes for the most disadvantaged youths. The LCF will also target and work with youth development agencies and schools that have a high percentage of students from poor households, with poor performance in reading and math, few resources in the school and community, low prospects for making it through high school and into college, and high prospects for exposure to the criminal justice system.

The core elements of the SSI programmes will include the provision of upgraded service solutions available to at-risk and disenfranchised youth and aid in the creation and sustainability of 1:1 relationships. The programmes will also ensure sufficient early intervention, long-term commitment and the employment of professionals, all with a manageable workload to ensure personalized care, address all areas of life, and design meaningful experiences..



SSI SCHOOLING SUPPORT PROGRAMME

A major source of the problem of youth poverty and crime is poor school performance and the quality of solutions available to the poor in rural and troubled communities. The SSI Schooling Support Programme seeks to assist at-risk youths successfully traverse primary school, high school and college. The main challenges affecting youths succeeding in school, especially those in poor and troubled communities, are low attendance rates (around 54-67 per cent) and high school dropout rates. A high percentage of youths do not achieve the minimum standard of education.

Of those who stay in school, about 34% do not achieve the standards required to sit and pass CSEC exams. Of those who sit exams, only 38% of the Grade 11 Cohort receive five subjects or better with Mathematics and English. These problems are further exacerbated by inter-generational cycles of poverty, violence, abuse, incarceration, teen parenting and low parental education.

The SSI Schooling Support intervention proposed will target at-risk youths from as early ten years of age and partner with the primary school and social welfare system to identify students due to sit the Primary Exit Profile (PEP) who are unlikely to overcome the extreme risk factors affecting their performance in high school unless they receive assistance. Each student will be provided a consistent long-term, professional relationship for approximately ten years, focused on personal development goals, who will also work with the youth in his/her school, home and community. Early intervention is essential to arrest the onset of negative behaviours towards schooling and education when the child is still open to constructive influences. With skilled 1:1 professional support, positive attitudes and behaviours can be cultivated. The success of the programme will be evaluated by the student staying in school and succeeding, avoidance pre-teen/teen pregnancy, avoidance of involvement in the Justice System and ability to obtain employment, graduate from high-school and college and embark on a fruitful path to paid employment or successful entrepreneurship.

SSI ENTREPRENEURSHIP PROGRAMME

Entrepreneurship is seen as one of the core solutions to youth poverty and crime. The SSI Entrepreneurship Programme seeks to address the main barrier to entrepreneurial success facing persons at risk of poverty and crime. The main barrier is the access to assets, especially education, training and advice relevant to entrepreneurship. The interventions will therefore be focused on improving access to assets by training young persons in the core competencies required to become successful entrepreneurs, providing opportunities for them to practice the skills acquired and assisting them to establish and run their own business to maximise profits and/or to build social capital. The success of our two-phased intervention will therefore be evaluated by measuring the relevant

assets, skills and knowledge transferred and whether they caused improvements in the business performance of the beneficiaries after the intervention.

Phase I will provide beneficiaries entrepreneurial training and an opportunity to practice elements of their training while earning money in an intensive, highly-incentivised Street Vending or other Micro Business Sales programme for at least six months. Phase II will assist beneficiaries with establishing or improving their own business through a range of hand-holding interventions for five to ten years, including accessing financing, business registration, marketing, planning, among others, depending the specific needs identified. The intervention will also incorporate natural "Hub & Spoke Clusters" of entrepreneurs in targeted areas in an effort to foster collective efficiency, networking, information and knowledge sharing, collective access to markets and more, while fostering the entrepreneurial growth of at-risk youths.

QUALITY ASSURANCE PROGRAMMES

The meaningful experiences of each young recruit in the SSI Programmes will be enhanced by a number of Quality Assurance Programmes (QAPs) designed to promote excellence in the delivery of services in all targeted areas, especially in education, healthcare, crime prevention and climate change resilience. The main QAPs are:

- **Principal & Teacher of the Year:** Recognises and awards educators for outstanding work.
- **Police of the Year:** Recognises and awards Police Men and Women for outstanding work.
- **Nurse of the Year:** Recognises and awards Nurses and Student Nurses for outstanding work.
- **Releaf Environmental Awareness Programme (REAP):** Promotes and awards environmental awareness and enhances creative talents in schools. It targets primary school level children with the goal of facilitating an increase in the children's participation in environmentally friendly activities and increasing awareness of the lifestyle/environment correlation.

The Awardees in these programmes execute related projects

that have the effect of upgrading specific targeted areas.

The SSI Programmes are expected to generate a high social rate of return to each dollar invested in its core programmes and in the beneficiaries, and a high private benefit to each young person recruited into the programme. However, the success of the model will be based on achieving three major goals:



- Success in school with a minimum of five CXC subjects (or equivalent) including Maths and English
- Success in business with a sufficiently high survival rate, annual increase in sales and asset value
- Avoiding involvement with the criminal justice system

BOARD OF DIRECTORS:

Lascelles Chin Chairman
Stephen Newland
Vincent Chen
Sir George Alleyne

STAFF

Rosalea Hamilton Chief Executive Officer
Tahirah Fraser Programme & Operations Manager
Petreen Matthews Accountant

SNAPSHOTS FROM THE LASCO CHIN FOUNDATION LAUNCH EVENT



Kevon McLeish, Deidre Dixon, SSI Entrepreneurship Programme participants; Hon. Lascelles A. Chin, Rosalea Hamilton; Tamone Hanson, Roland Andre Griffiths, SSI Entrepreneurship Programme participants



Tahirah Fraser, Prof. Rosalea Hamilton, Petreen Matthews
LASCO Chin Foundation.



Hon. Lascelles A. Chin, Prof. Rosalea Hamilton,
The Hon. Ruel Reid, Minister of Education Youth and Information



Stephen Newland, Jacinth Hall-Tracey



Mr. Leo Gilling



The Hon. Ruel Reid, Mr. Oliver Mair



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LASCO AND THE DIASPORA

Even before the launch of the LASCO Chin Foundation, the LASCO Affiliated Companies has been involved in connecting with the diaspora through products and services.

Knowing the popularity of LASCO products amongst Jamaicans, LASCO Distributors Limited has exported products overseas and, in recent years, has appointed export directors to increase the availability of well-loved items such as LASCO Food Drinks, LASCO callaloo, ackee and condiments, as well as new products for the US market. And LASCO Financial Services Limited has, through remittances, been key in allowing Jamaicans in the diaspora to support family and loved ones at home.

But the work of the LASCO Affiliated Companies has also been in the area of support. Lascelles Chin won the 2016 Peacock Award for philanthropy and business development from the American Friends of Jamaica, and it is for good reason.

LASCO Financial Services Limited has worked with churches in Florida to connect with the Jamaican community. Two years ago, an immigration and citizenship symposium was held in association with the Sierra Norwood Calvary Baptist Church. Led by keynote speaker Immigration Attorney Kristopher Nathan, the symposium gave advice on citizenship processes to those in attendance.

Through the LASCO Care Programme, a donation was made to the church for its Sierra Norwood Calvary Child Development Centre, a private, Baptist, co-ed school.

LASCO Chin Foundation, has also actively engaged the diaspora through the partnership with the Jamaica Diaspora Education Task Force (JDETf).

The Task Force, established following the fifth Biennial Diaspora Conference held in Montego Bay in June 2013, brings together both Jamaicans and friends of Jamaica from across Canada, the United States and the United Kingdom. Over the past half-decade, the JDETf has implemented a range of valuable projects, including organising significant summits, supporting teacher training and fundraising. This



Top, from left: 2016 recipient of the prestigious Peacock Award for philanthropy and business leadership at the American Friends of Jamaica (AFJ) Hon. Lascelles Chin, Founder and Executive Chairman of LASCO Affiliated Companies; Robert Runice, Superintendent of Broward County; Marlon Hall, partner at Hamilton, Miller & Birthisel LLP; and Wendy Hart, President of the American Friends of Jamaica Association.

Bottom: Lascelles Chin, Founder and Chairman of the LASCO Chin Foundation (right), warmly greets Mrs. Gloria Holden (second left) and her husband Glen Holden (second right), former US ambassador to Jamaica at the Florida residence of Sue Cobb (left), former US ambassador to Jamaica in 2016 at an American Friends of Jamaica Charity Gala Reception.



Eddy Edwards, CEO, Riddims Marketing, Inc.; Mr. Oliver Mair, Counsel General to Miami, Florida and Mr. Leo Gilling, Chairman, Jamaica Diaspora Education Taskforce

partnership with the Foundation is ideal. As Leo Gilling, chairman of the JDETF, has said, “Our goals match, as we see education as the key to national development.”

Alongside the LASCO Chin Foundation, the JDETF will be supporting the Sustainable Socio-Economic Intervention (SSI) model and its interventions. “This SSI Schooling Support Programme focuses on the educational development of the whole child. It is supported by improved parental and community interventions that provide sustainable solutions to the crime problem plaguing our island home,” said Gilling, “The programme will benefit students upon entering high school and will last until they graduate. The sponsors prefer not to label this a scholarship, as it is not their intention to give the appearance of a temporary fix. Rather, it is an opportunity to change the trajectory of at-

risk youths’ lives, by giving them hope of a great education and a future career.”

The JDETF and the LASCO Chin Foundation are looking forward to further collaborative, game-changing efforts that will surely impact national development in Jamaica. This partnership will continue to grow along with the Foundation itself, reaching out to the diaspora through events such as the LASCO Chin Foundation Benefit Gala. This will enable more Jamaicans in the diaspora to support important initiatives towards Jamaica’s achievement of its national vision to be the place of choice to live, work, raise families and do business.



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OVERVIEW: LASCO CHIN FOUNDATION PROFESSOR ROSALEA HAMILTON

Chief Executive Officer, LASCO Chin Foundation

CHAIRMAN'S REMARKS HONOURABLE LASCELLES A. CHIN, O.J., C.D., LLD

Founder and Executive Chairman, LASCO Affiliated Companies

DINNER

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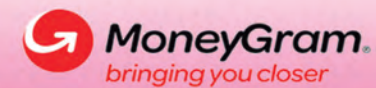
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